



## UNITED STATES PATENT AND TRADEMARK OFFICE

COMMISSIONER FOR PATENTS  
UNITED STATES PATENT AND TRADEMARK OFFICE  
WASHINGTON, D.C. 20231  
www.uspto.gov

APPLICATION NUMBER	FILING/RECEIPT DATE	FIRST NAMED APPLICANT	ATTORNEY DOCKET NUMBER
09/916,951	07/27/2001	Scott Fergusson	1137 1103101

CONFIRMATION NO. 9341

## FORMALITIES LETTER



\*OC000000006508009\*

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Date Mailed: 09/04/2001

## NOTICE TO FILE CORRECTED APPLICATION PAPERS

*Filing Date Granted*

This application has been accorded an Application Number and Filing Date. The application, however, is informal since it does not comply with the regulations for the reason(s) indicated below. Applicant is given **TWO MONTHS** from the date of this Notice within which to correct the informalities indicated below. Extensions of time may be obtained by filing a petition accompanied by the extension fee under the provisions of 37 CFR 1.136(a)

The required item(s) identified below must be timely submitted to avoid abandonment:

- Substitute drawings in compliance with 37 CFR 1.84 because:
  - drawing sheets do not have the appropriate margin(s) (see 37 CFR 1.84(g)). Each sheet must include a top margin of at least 2.5 cm. (1 inch), a left side margin of at least 2.5 cm. (1 inch), a right side margin of at least 1.5 cm. (5/8 inch), and a bottom margin of at least 1.0 cm. (3/8 inch);

*A copy of this notice **MUST** be returned with the reply.*

Customer Service Center  
Initial Patent Examination Division (703) 308-1202

PART 2 - COPY TO BE RETURNED WITH RESPONSE

09/04/2001 10:00 AM

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Application of:

Scott Fergusson et al.

Serial No.: 09/916,951

Filed: July 27, 2001

For: METHODS AND SYSTEMS FOR MONITORING THE EFFICACY  
OF A MARKETING PROJECT



Examiner: Unknown

Group Art Unit: 2163

Docket No.: 1137.1103101

**TRANSMITTAL SHEET**

Assistant Commissioner for Patents  
Washington, D.C. 20231

Sir:

**CERTIFICATE UNDER 37 C.F.R. 1.10:** The undersigned hereby certifies that this paper or papers, as described herein, are being deposited in the United States Postal Service, "Express Mail Post Office to Addressee" having an Express Mail mailing label number of :E855119580US in an envelope address to: Assistant Commissioner for Patents, Washington, D.C., 20231 on this 20th day of September, 2001.

By

Jolene Alger

We are transmitting herewith the attached:

- [ ] Amendment  
[ ] No additional fee required  
[ ] The fee has been calculated as shown:

CLAIMS AS AMENDED							
	(3)	(4)	(5)	SMALL ENTITY		OTHER	
	REMAININ G CLAIMS	HIGHEST PAID	EXTRA	RATE	ADD'L FEE	RATE	ADD'L FEE
TOTAL CLAIMS	-			x9=	\$	x18=	\$
INDEPEN- DENT CLAIMS				x39=	\$	X78=	\$
( ) FIRST MULTIPLE DEPENDENT CLAIM				+130=	\$	+260=	\$
TOTAL				\$		\$	

- [ ] A check in the amount of \$\_\_\_\_\_ is enclosed.
- [ ] Small entity status of this application under 37 C.F.R. 1.9 and 1.27 has been established by verified statement previously submitted.
- [ XX ] Other: Communication, copy of the Notice to File Corrected Application Papers, a Letter to the Official Draftsman and sixteen sheets of formal drawings
- [XXXX] Please charge any deficiencies or credit any over payment in the enclosed fees to Deposit Account 50-0413.

By: \_\_\_\_\_

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Reg. No. 38,638

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